

**IN THE SPECIFICATION:**

The specification as amended below with replacement paragraphs shows added text with underlining and deleted text with ~~striketrough~~.

Please replace the paragraph spanning pages 3-4:

In the present invention, a filter is provided for attenuating the light emitted by e.g., the neon gas component of the discharge gas, and a white balance (a ratio of light emission intensities of three colors) of the color reproduction by the fluorescent material is systematically shifted from an "optimum value" to a "particular value" in expectation of the attenuation of the filter. These "optimum value" and "particular value" are important. The "optimum value" is a value that reproduces a color (a pure white color) in the vicinity of chromaticity coordinates on the blackbody locus in the chromaticity diagram. This "optimum value" is preferably set to a value that is a little negative from a point on the blackbody locus (between 0.000 and -0.005 uv as a deviation). The "optimum value" should be set in accordance with a preferable white color (color temperature) that is adapted to a usage of the display device or a region (country) where the display device is used. The "particular value" is a value that reproduces a color defined by the chromaticity coordinates whose deviation from the blackbody locus is positive or ~~minus~~ negative. In Fig. 1, an example of the optimum value is shown by an open round mark, and the corresponding particular value is shown by a black round mark. The light having the chromaticity of the black round mark generated by the light emission of the three fluorescent materials becomes a display light after passing the filter. The filter absorbs the light within the visible wavelength range corresponding to the gas light emission and changes the value of the display chromaticity coordinates from the chromaticity at the black round mark to the chromaticity at the open round mark. For example, in the case of using the discharge gas having the light emission spectrum shown in Fig. 12, a filter that removes the light emission of the neon gas is used, and the light emission balance among red, green and blue colors is controlled, so that the display color becomes a color having color temperature higher than the light emission color.